

<i>SERFF Tracking Number:</i>	<i>AETN-127798132</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Continental Insurance Company</i>	<i>State Tracking Number:</i>	<i>50241</i>
<i>Company Tracking Number:</i>	<i>BROCHURE 1101</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Brochure/</i>		

Filing at a Glance

Company: American Continental Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: AETN-127798132 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50241

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: BROCHURE 1101 State Status: Filed-Closed
Other 2010

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler
Disposition Date: 11/17/2011
Disposition Status: Filed-Closed

Author: Mary Ann Pyle
Date Submitted: 11/10/2011

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: Brochure

Project Number:

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 11/17/2011

State Status Changed: 11/17/2011

Created By: Mary Ann Pyle

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Mary Ann Pyle

Filing Description:

On October 1, 2011 Aetna Insurance Company acquired American Continental Insurance Company. As a result of this acquisition we have revised the enclosed advertising brochure. The revisions to the brochure were the removal of the Genworth logo and branding and replacing it with the Aetna logo and branding and within the brochure removing all references to Genworth and replacing it with Aetna references. All information describing the product or the underwriting company remain the same as that previously submitted and approved in filing GEFA-126551597 which was approved by the Department on March 10, 2010.

We have highlighted the only change to the text in the brochure.

If you have any questions regarding this filing please contact Mary Ann Pyle at mary.pyle@aetna.com or 615 312 8852.

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 Company Tracking Number: BROCHURE 1101
 TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
 Product Name: Medicare Supplement
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Company and Contact

Filing Contact Information

Mary Pyle, SR. COMPLIANCE CONSULTANT Mary.Pyle@Aetna.com
 101 Continental Place 615-312-8852 [Phone]
 Brentwood, TN 37027 615-373-0272 [FAX]

Filing Company Information

American Continental Insurance Company CoCode: 12321 State of Domicile: Tennessee
 101 Continental Place Group Code: Company Type:
 Brentwood, TN 37027 Group Name: State ID Number:
 (615) 370-9044 ext. [Phone] FEIN Number: 20-2901054

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Continental Insurance Company	\$50.00	11/10/2011	53656819

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	11/17/2011	11/17/2011

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Disposition

Disposition Date: 11/17/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Filing Company:	American Continental Insurance Company	State Tracking Number:	50241
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TOI:	MS09 Medicare Supplement - Other 2010	Sub-TOI:	MS09.000 Medicare Supplement Other 2010
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	BROCHURE	Filed-Closed	No

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Company Tracking Number: BROCHURE 1101

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Medicare Supplement

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	ACIMS011	Advertising	BROCHURE	Revised	Replaced Form #:		ACIMS01125
Closed	25AR				ACIMS0569AR		AR
11/17/2011					Previous Filing #:		BROCHURE
					GEFA-126551597		MEDSUP
							AR.pdf



MEDICARE SUPPLEMENT INSURANCE

PLANS A, B, F, High Deductible F, G, N

HELPING PROVIDE FINANCIAL SECURITY

Underwritten by
American Continental Insurance Company

An Aetna Company

Arkansas

ACIMS01125AR

ACI

101411

THE VALUE OF PEACE OF MIND

Medicare provides beneficial coverage for health related expenses, but it does not cover all health care expenses. There are a number of gaps in Medicare coverage that you either pay for out-of-pocket or with private insurance. A Medicare Supplement insurance policy is a health insurance policy (also called Medigap) sold by a private insurance company to help fill in those gaps.

Know Your Options

Although private insurance companies provide Medicare Supplement coverage, Medicare Supplement insurance plans are strictly regulated by both federal and state government. Make an informed decision about what is right for you. Before you purchase a plan, make sure you understand what your Medicare coverage includes. Then choose a Medicare Supplement plan that best fits your needs.

Take Care Of Yourself

A Medicare Supplement insurance policy helps you manage and budget your health care expenses with predictability and stability. Unexpected medical expenses can put your savings at risk. A Medicare Supplement insurance policy offers financial security and peace of mind – helps you pay the out-of-pocket costs for Medicare-approved services and works hand-in-hand with Medicare to provide more insurance coverage.

Feel Good About Your Choices

A Medicare Supplement insurance policy has no restrictive networks, you can visit the physicians of your choice, and you have freedom when choosing a health care provider, including specialists and specialty hospitals. With automatic claims filing by most providers, you have less things to worry about.

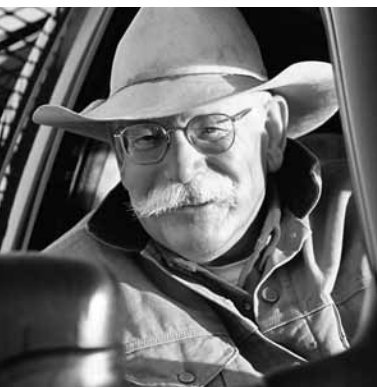
Financially Strong, Fundamentally Sound

When you choose to own an American Continental Insurance Company Medicare Supplement insurance policy, you get the first class customer service, financial stability, and security that come from being a member of the Aetna family of companies.

About Aetna
























Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 36.5 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities and health care management services for Medicaid plans. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans, governmental units, government-sponsored plans, labor groups and expatriates. For more information, see www.aetna.com.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna).



CHOOSE FROM THESE PLANS

American Continental Insurance Company offers Medicare Supplement Plans A, B, F, High Deductible F, G, and N with varying amounts of coverage – Plan A providing basic benefits and Plan F offering more comprehensive coverage. Premiums also vary according to the amount of coverage provided by a specific plan. Here are the benefits that are included with each plan.

BENEFITS	PLANS	A	B	F*	G	N
Basic benefits (including hospice care)						
Part B coinsurance						
Part A deductible						
Skilled nursing facility coinsurance						
Foreign travel emergency						
Part B excess charges						
Part B deductible						

* High deductible Plan F also available. Same benefits as Plan F after \$2,000 calendar year deductible is paid.

** Plan N requires \$20 copayment for office visits; \$50 copayment for emergency room visits. Copayments do not count toward the annual Part B deductible.

Our Commitment

With insurance companies offering the same standardized Medicare Supplement insurance plans, we know that your choice comes down to the price that fits your budget, the company's service, reputation, reliability, and experience.

American Continental Insurance Company, headquartered in Brentwood, Tennessee, has an unwavering commitment to providing the best personal service possible,

quick claims payment, quality products with solid financial backing, and helpful, friendly associates with extensive knowledge and experience. Policyholders rely on our company to be there when they need us. We take those obligations very seriously and everything we do is focused on fulfilling our commitments in a timely, hassle-free manner – so you have the best experience possible.

WHAT'S GREAT ABOUT THE PLANS

All of the following are features of all of the Medicare Supplement plans offered by American Continental Insurance Company.

30 Days Free Look

Return any policy for any reason within 30 days after receipt for a full refund of all premiums paid.

12-Month Rate Guarantee

No rate increase for the first 12 months, as long as the premiums are paid on time.

Guaranteed Renewable

No worries of reduced benefits or cancelled coverage for the life of the policy, as long as the premiums are paid on time.

Freedom To Choose Your Doctors

You control and choose the physicians who you trust for your care.

Go Direct To Your Doctors

You can go directly to the physicians and specialists you choose without pre-certifications and pre-approvals.

Benefits Stay The Same

You always know what your benefits are with this standardized plan...no surprises or re-evaluations year-after-year.

Portable Coverage

You are not restricted to use a network of health care providers. If you move, your coverage goes with you.



COMMON TERMS AND DEFINITIONS

Benefit period – Starts the day you go to a hospital or skilled nursing facility; and ends when you have not received hospital or skilled nursing facility care for 60 consecutive days.

Coinsurance – A percentage of Medicare - approved expenses not paid by Medicare.

Copayment – A fixed fee amount that subscribers to a medical plan must pay when using specific services covered by an insurance plan.

Deductible – Amount that one must pay for Medicare-approved expenses before Medicare begins to pay.

Eligible expenses – Costs that are deemed medically necessary by Medicare and covered expenses under your plan.

Emergency care – Immediate medical care needed because of an injury or an illness of sudden and unexpected onset.

Excess charges – The difference between what a health care provider is permitted to charge and the Medicare-approved amount.

Hospice care – A program of care and support for someone who is terminally ill; helps them live out the time they have remaining to the fullest extent possible.

Medicare-approved amount – In original Medicare, the amount that a physician who accepts assignment can be paid, including what Medicare pays and any other deductibles, coinsurance, or copayments.

Premium – The periodic payment to Medicare, an insurance company, or a health care plan for coverage.

Covering Your Needs

Use this checklist as a starting point to help determine what you want your Medicare Supplement insurance policy to cover.

- ☐ Basic benefits (including hospice care)
- ☐ Medicare Part A deductible
- ☐ Medicare Part B deductible
- ☐ Medicare Part B coinsurance
- ☐ Medicare Part B excess charges
- ☐ Skilled nursing facility coinsurance
- ☐ Foreign travel emergency

American Continental
Insurance Company
An Aetna Company
800 264.4000
cont-life.com

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This is a brochure for individual Medicare Supplement insurance policy forms ACIMSP10A AR, ACIMSP10B AR, ACIMSP10F AR, ACIMSP10G AR, ACIMSP10HF AR, ACIMSP10N AR, and is not a contract of insurance. For complete details of all benefits, please read your Outline of Coverage carefully and refer to the "Guide to Health Insurance for People with Medicare". American Continental Insurance Company is not connected with or endorsed by the U.S. Government or the Federal Medicare Program.